2013-2017 LLA Comprehensive Tobacco Control Plan Guidelines Webinar

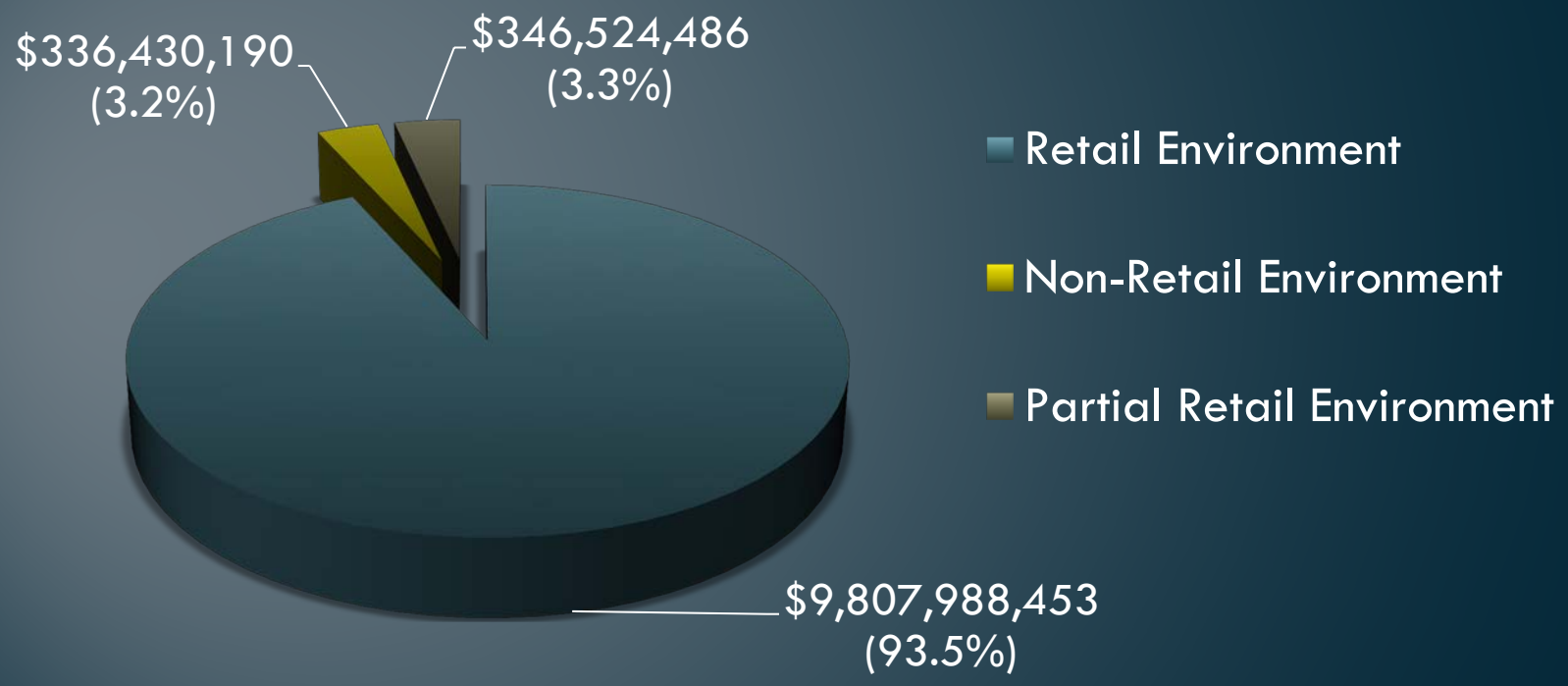
Introduction of the CTCP Retail Environment Campaign

Why Address the Retail Environment?

- Tobacco Industry's Main Point of Entry
- California's Historical Experience and Success
- National Interest
- New Opportunities with 2009 FDA Law
- Compelling Data

Tobacco Industry Spending

Total = $10.5 Billion



Tobacco Advertising & Promotions

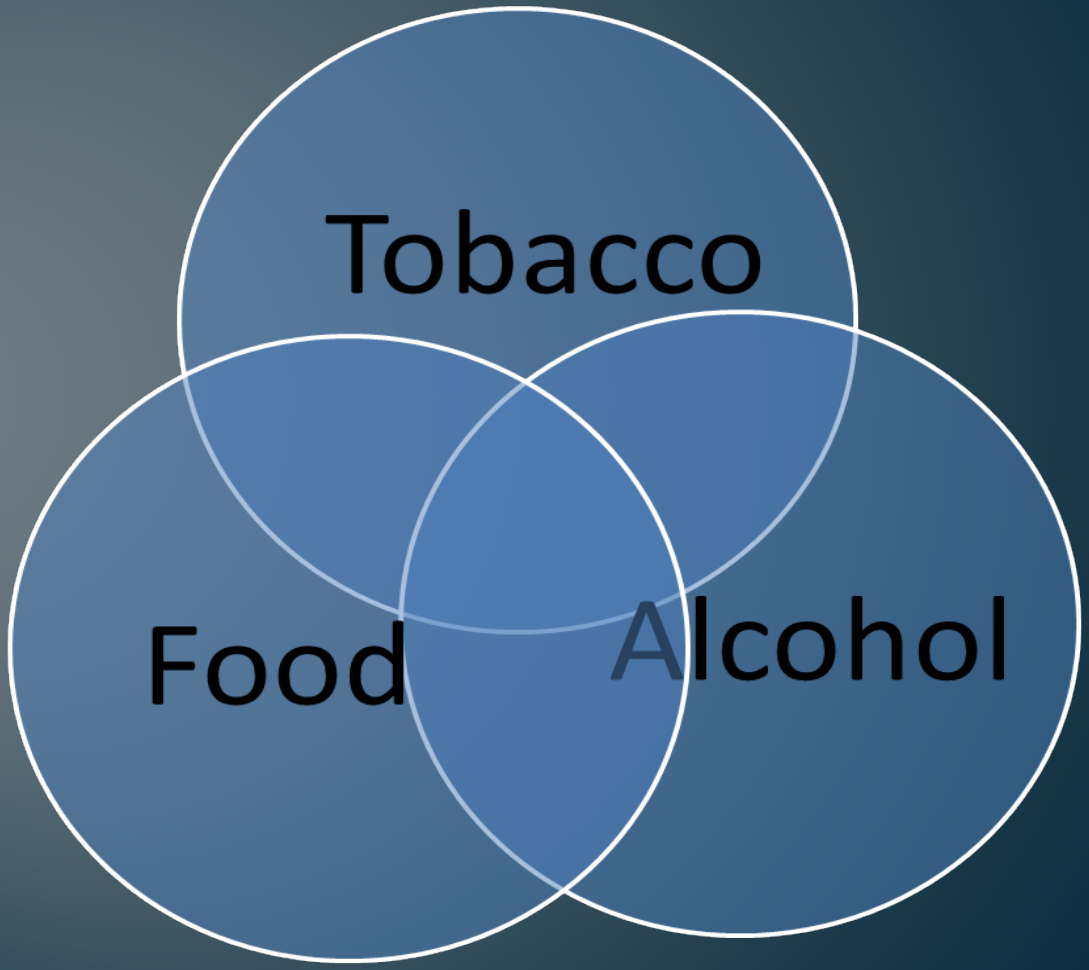
- Exposure increases the likelihood adolescents will start to smoke
- Youth are 3 times more sensitive than adults to tobacco advertising
- Youth are more likely to be influenced by cigarette marketing than by peer pressure
- Exposure prevents users from quitting

Tobacco Retailer Landscape

- Tobacco retail stores are more densely distributed in minority and low SES communities
- Stores in rural areas tend to have the lowest prices and highest amount of promotions and ads

Nutrition and Alcohol Concerns

Integrated Campaign



What Does Integration Mean?

- Working together where it makes sense at the local level
- Creating efficiencies
- Promoting systems change
- Coalition building and youth recruitment are key Phase I (Bridge Year) tasks

Integrated Campaign Goal

To improve the health of Californians through changes to the retail environment.

Tobacco Specific Goals

- To restrict marketing and advertising of tobacco products in the retail environment to reduce tobacco-related health disparities.
- To reduce the availability of tobacco products.
- To achieve compliance with existing tobacco control laws.

Statewide Data Collection

- Every jurisdiction has retailers
- Statewide effort brings media attention
- Coordination and collaboration among colleagues across the state
- Critical mass
- Baseline & follow-up
- Sampling Webinar Nov. 29

Local Interventions

- Retail is the industry's main point of entry into our communities
- California has a long history of successes
- We have a tremendous amount of local resources
- Local efforts this fiscal year and next will set the stage for future work
- Working together we will create widespread community norm change

Phase I (Bridge Year) – July 2013-June 2014

- Required data collection objective
- Data to inform CX needs assessment process
- Develop required retail objective for new 2014-2017 plans

Retail Environment Campaign Policy Strategies

- Coupons/Discounts
- Tobacco Retailer Licensing
- Little Cigars
- Flavored OTP
- Exterior Advertising & Marketing
- Healthy Retailer License
- Minimum Price
- Healthy Retailer Incentives
- Pharmacies

Youth Involvement Critical

- 25.5% of California's population
- High risk for tobacco use and greatly affected by the tobacco use of other people
- Important part of the CA tobacco control movement
- Community leaders are often more receptive to youth opinions
- Youth are technologically savvy

Expanded Partnerships Encouraged

- Nutrition
- Alcohol Prevention
- Non-traditional partners

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